

WHAT IS CLAIMED IS:

1. A composition, comprising:
 - (i) from about 25 parts by weight to about 95 parts by weight of a
5 monovinylarene-conjugated diene coupled block copolymer comprising at least one tapered block, having a blocky monovinylarene content of less than 90 wt% of total monovinylarene units, and comprising a terminal monovinylarene block having a molecular weight of less than 60,000 g/mol; and
 - (ii) from about 5 parts by weight to about 75 parts by weight of a
10 monovinylarene-alkyl (meth)acrylate copolymer, comprising (ii-a) monovinylarene units and (ii-b) either alkyl acrylate units, alkyl methacrylate units, or both.
2. The composition of claim 1, comprising from about 30 parts by weight to about
15 80 parts by weight of the monovinylarene-conjugated diene block copolymer.
3. The composition of claim 1, wherein the monovinylarene-conjugated diene block
copolymer comprises from about 20 wt% to about 30 wt% conjugated diene units.
5. The composition of claim 1, wherein the monovinylarene-conjugated diene block
20 copolymer comprises two or three tapered blocks.
6. The composition of claim 1, wherein in the monovinylarene-conjugated diene
block copolymer, the monovinylarene units are styrene units and the conjugated diene
units are butadiene units.
25
7. The composition of claim 1, comprising from about 10 parts by weight to about
70 parts by weight of the monovinylarene-alkyl (meth)acrylate copolymer.
8. The composition of claim 7, comprising from about 10 parts by weight to about
30 30 parts by weight of the monovinylarene-alkyl (meth)acrylate copolymer.

9. The composition of claim 7, comprising from about 24 parts by weight to about 65 parts by weight of the monovinylarene-alkyl (meth)acrylate copolymer.

10. The composition of claim 1, wherein the monovinylarene-alkyl (meth)acrylate copolymer comprises methyl acrylate units, ethyl acrylate units, propyl acrylate units, butyl acrylate units, pentyl acrylate units, or hexyl acrylate units.

11. The composition of claim 10, wherein the monovinylarene-alkyl (meth)acrylate copolymer comprises from about 10 wt% to about 25 wt% butyl acrylate units.

10

12. The composition of claim 11, wherein the monovinylarene-alkyl (meth)acrylate copolymer comprises (i) from about 10 wt% to about 17.5 wt% butyl acrylate units or (ii) from about 17.5 wt% to about 25 wt% butyl acrylate units.

13. The composition of claim 1, wherein the monovinylarene-alkyl (meth)acrylate copolymer comprises methyl methacrylate units, ethyl methacrylate units, propyl methacrylate units, butyl methacrylate units, pentyl methacrylate units, or hexyl methacrylate units.

14. The composition of claim 13, wherein the monovinylarene-alkyl (meth)acrylate copolymer comprises from about 3 wt% to about 10 wt% methyl methacrylate units.

15. The composition of claim 14, wherein the monovinylarene-alkyl (meth)acrylate copolymer comprises from about 10 wt% to about 15 wt% butyl acrylate units, and the butyl acrylate units and the methyl methacrylate units together comprise from about 10 wt% to about 25 wt% of the monovinylarene-alkyl (meth)acrylate copolymer.

16. The composition of claim 1, wherein in the monovinylarene-alkyl (meth)acrylate copolymer, the monovinylarene units are styrene units.

30

17. The composition of claim 1, further comprising from about 0.1 parts by weight to about 20 parts by weight of a monovinylarene-conjugated diene rubber.
18. The composition of claim 17, comprising from about 1 part by weight to about 20 parts by weight of the monovinylarene-conjugated diene rubber.
19. The composition of claim 17, comprising from about 0.1 part by weight to about 10 parts by weight of the monovinylarene-conjugated diene rubber.
20. The composition of claim 19, comprising from about 1 part by weight to about 10 parts by weight of the monovinylarene-conjugated diene rubber.
21. The composition of claim 17, wherein the monovinylarene-conjugated diene rubber comprises less than about 50 wt% monovinylarene units.
22. The composition of claim 17, wherein in the monovinylarene-conjugated diene rubber, the monovinylarene units are styrene units and the conjugated diene units are butadiene units or isoprene units.
23. A film, comprising:
a layer comprising:
a composition comprising:
(i) from about 25 parts by weight to about 95 parts by weight of a monovinylarene-conjugated diene coupled block copolymer comprising at least one tapered block, having a blocky monovinylarene content of less than 90 wt% of total monovinylarene units, and comprising a terminal monovinylarene block having a molecular weight of less than 60,000 g/mol; and
(ii) from about 5 parts by weight to about 75 parts by weight of a monovinylarene-alkyl (meth)acrylate copolymer, comprising (ii-a) monovinylarene units and (ii-b) either alkyl acrylate units, alkyl methacrylate units, or both.

24. The film of claim 23, wherein the film has been oriented in at least one direction

25. The film of claim 24, wherein the film has been oriented in two directions.

5 26. The film of claim 23, wherein the monovinylarene-conjugated diene block copolymer comprises from about 20 wt% to about 30 wt% conjugated diene units.

28. The film of claim 23, wherein the monovinylarene-conjugated diene block copolymer comprises two or three tapered blocks.

10

29. The film of claim 23, wherein in the monovinylarene-conjugated diene block copolymer, the monovinylarene units are styrene units and the conjugated diene units are butadiene units.

15 30. The film of claim 23, wherein the monovinylarene-alkyl (meth)acrylate copolymer comprises from about 10 wt% to about 25 wt% butyl acrylate units.

31. The film of claim 30, wherein the monovinylarene-alkyl (meth)acrylate copolymer comprises (i) from about 10 wt% to about 17.5 wt% butyl acrylate units or (ii)
20 from about 17.5 wt% to about 25 wt% butyl acrylate units.

32. The film of claim 23, wherein in the monovinylarene-alkyl (meth)acrylate copolymer, the monovinylarene units are styrene units and the alkyl (meth)acrylate units are butyl acrylate units.

25

33. The film of claim 23, further comprising from about 0.1 parts by weight to about 20 parts by weight of a monovinylarene-conjugated diene rubber.

34. The film of claim 33, comprising from about 0.1 parts by weight to about 10 parts
30 by weight of the monovinylarene-conjugated diene rubber.

35. A method of applying a label to a container, comprising:
shrinking (a) a shrink film, comprising a layer, comprising a composition
comprising (i) from about 25 parts by weight to about 95 parts by weight of a
monovinylarene-conjugated diene coupled block copolymer comprising at least one
5 tapered block, having a blocky monovinylarene content of less than 90 wt% of total
monovinylarene units, and comprising a terminal monovinylarene block having a
molecular weight of less than 60,000 g/mol; and (ii) from about 5 parts by weight to
about 75 parts by weight of a monovinylarene-alkyl (meth)acrylate copolymer,
comprising (ii-a) monovinylarene units and (ii-b) either alkyl acrylate units, alkyl
10 methacrylate units, or both, to (b) at least a portion of the exterior surface of a container
structure.
36. The method of claim 35, wherein the shrinking step comprises exposing the
shrink film and the portion of the exterior surface of the container structure to a
15 temperature less than about 150°C.
37. A packaging article, comprising:
a layer comprising:
a composition comprising:
20 (i) from about 25 parts by weight to about 95 parts by weight of a
monovinylarene-conjugated diene coupled block copolymer comprising at least one
tapered block, having a blocky monovinylarene content of less than 90 wt% of total
monovinylarene units, and comprising a terminal monovinylarene block having a
molecular weight of less than 60,000 g/mol; and
25 (ii) from about 5 parts by weight to about 75 parts by weight of a
monovinylarene-alkyl (meth)acrylate copolymer, comprising (ii-a) monovinylarene units
and (ii-b) either alkyl acrylate units, alkyl methacrylate units, or both.
38. The packaging article of claim 37, wherein the monovinylarene-conjugated diene
30 block copolymer comprises two tapered blocks.

39. The packaging article of claim 37, wherein the packaging article is in the form of a thermoformed package.

40. The packaging article of claim 39, wherein the thermoformed package is a clamshell package, a blister pack, or a thermoformed tray.

41. A method of packaging a product, comprising:
forming a layer, comprising a composition, comprising (i) from about 25 parts by weight to about 95 parts by weight of a monovinylarene-conjugated diene coupled block copolymer comprising at least one tapered block, having a blocky monovinylarene content of less than 90 wt% of total monovinylarene units, and comprising a terminal monovinylarene block having a molecular weight of less than 60,000 g/mol; and (ii) from about 5 parts by weight to about 75 parts by weight of a monovinylarene-alkyl (meth)acrylate copolymer, comprising (ii-a) monovinylarene units and (ii-b) either alkyl acrylate units, alkyl methacrylate units, or both into a packaging article structured to receive the product; and
sealing the product into the packaging article.